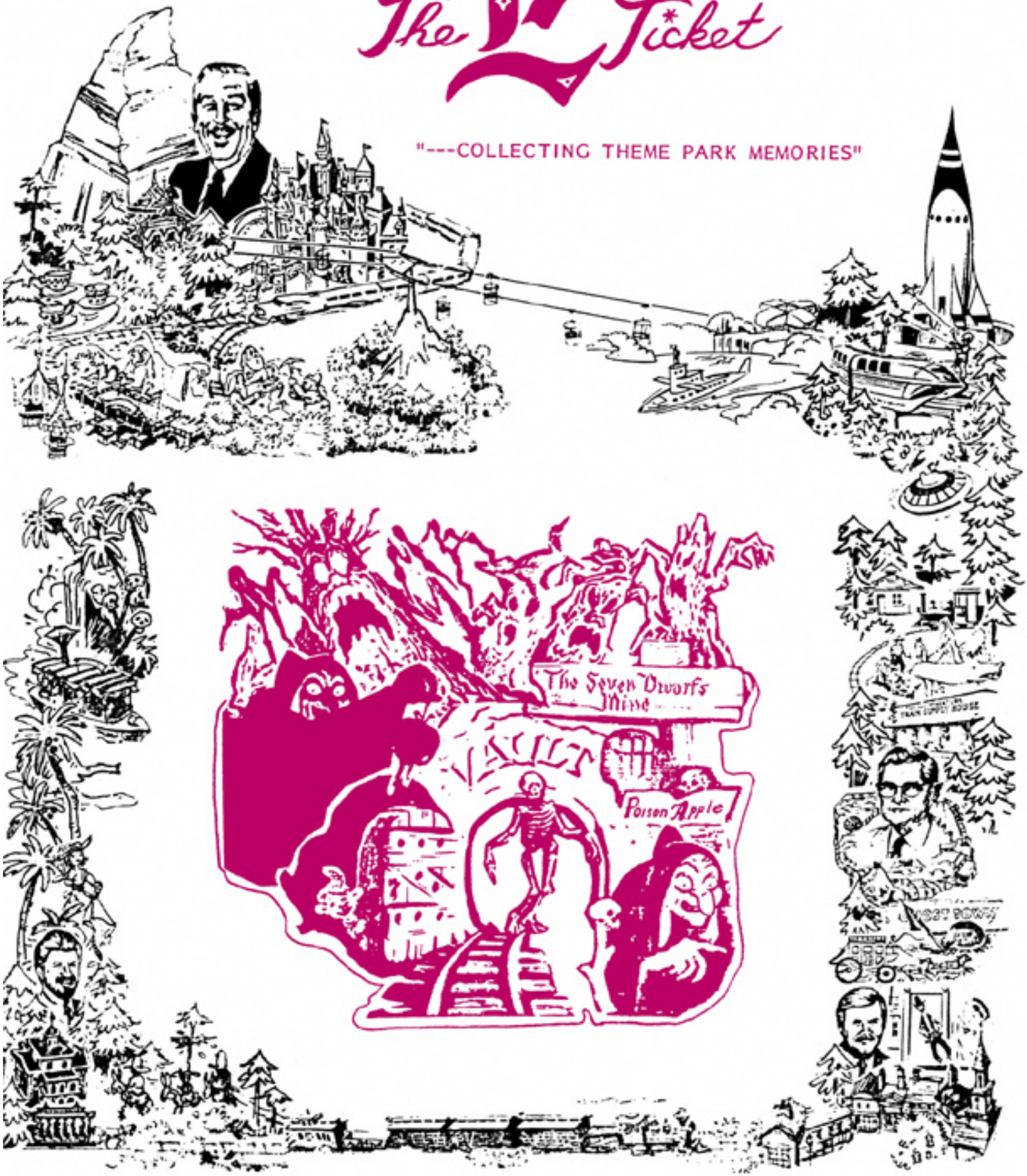
NUMBER 4
WINTER 1987-88

The E Ticket

"---COLLECTING THEME PARK MEMORIES"



Main Gate

WELCOME TO THE "E" TICKET #4

In this issue we're happy to include a substantial amount of information and comment directly from you the readers of our newsletter. Most of you used the ISSUE #4 REQUEST LETTER to communicate your opinions and personal memories. These thoughts and recollections appear in our Main Street Mailbag, on the "Favorite Theme Park Memories" page, and in the following examples of what we collectors are searching for.

QUESTION: What do you consider the "prize" item in your collection?

My Walt Disney autograph and my Knott's Berry Farm scrapbook.

My original model of the Old Witch from original Snow White 1937 production.

My 1956 admission ticket, autographed by Walt Disney.

Home movie with '55 Disneyland, '58 Disneyland, '59 Disneyland, '65 Disneyland, '58 Pacific Ocean Park, '69 Palisades Park, '69 Coney Island, etc.

My Disneyland Honorary Citizen certificate.

Our first 4 issues of *Walt Disney Magazine*.

An autographed picture of Adriana Caselotti and a tape of her songs.

QUESTION:What item do you most wish you had in your collection?

Impossible to say—too much stuff.

Opening Day press preview ticket to Disneyland.

Early guidebooks of Pacific Ocean Park and Disneyland.

"How to Draw" books from the Art Corner at Disneyland.

Tokyo Disneyland Cinderella Castle Mystery Tour Grand Opening button.

Pre-park opening 1955 souvenir book of Disneyland.

1955 guidebook, brochure, matchbook from Casa de Fritos, nametag from Holidayland.

Knott's Calico Mine Train souvenirs and info.

Disneyland postcards.

Disney gold and silver medallions.

I collect information.

Items from the '50s and early '60s.

Opening Day Disneyland script.

A Pacific Ocean Park souvenir book.

1958 Disneyland wall map, December '55 ticket book, *A Day at Disneyland* record.

Older Disney maps & pictorial souvenir books.

Ghost Town items from Knott's Berry Farm.

WHY CALL IT THE "E" TICKET? — The "E" ticket was the best coupon in your Disneyland ticket book, good for a ride on the very best attractions that the first true theme park had to offer. Some of those attractions can now be enjoyed only through memories. We hope to share these memories in future issues of this publication.

THE "E" TICKET'S CONTENT — Our goal is to experience once again our theme parks as they were when they made their first wonderful impact … in the '50s and '60s. We will do this in at least three ways: 1) by presenting historical information about the parks. 2) by relating personal experiences, and 3) by exploring the growing hobby of theme park collectibles.

THEME PARK — "An amusement park where rides, activities, and thrills are presented within an atmospheric environment. A place where your ride admission (especially if it's an "E" ticket) will carry you to another place or time."

SUBSCRIPTIONS/BACK ISSUES — Each issue of The "E" ticket is produced in a quantity based on interested readers who have asked for a copy (and sent three 22¢ stamps to cover cost of mailing). Because of this policy, and because The "E" Ticket is free, we cannot make promises beyond the next issue, nor maintain a stock of back issues for later distribution. This is why it is so important for you to complete the ISSUE #5 REQUEST LETTER (enclosed with this issue) and return it right away.

Disneyland ANAHEIM, CALIF.

How to draw DONALD DUCK

COPYRIGHT

A WALT DISNEY CHARACTER MODEL GUIDE

a word from Walt ...

This Model Guide is in response to the many requests we have received, asking how we draw our cartoon characters. It is not a toy — but the actual model sheets used every day by the artists at our studio.

Study the basic proportions and then use your own ideas in creating new poses and expressions.

Remember that while copying is often helpful in learning to draw, the true artist must do original work.

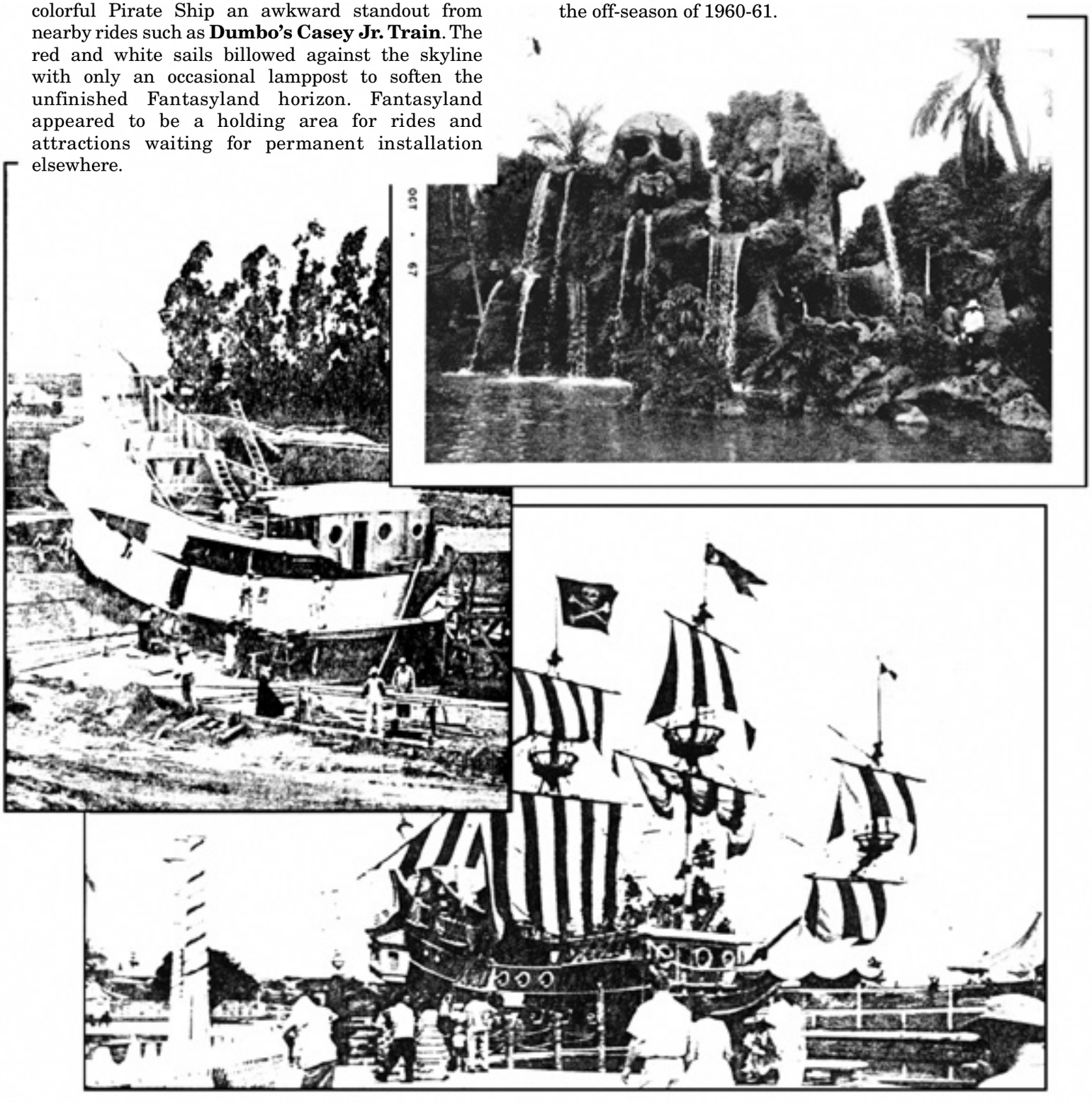
Sincerely,

Walt Disney

SKULL ROCK...
Not Just Another Pretty Face

It's not easy for many of us who visited Disneyland in the '60s and '70s to imagine the Fantasyland Pirate Ship without Skull Rock in the background. For five and a half years, however, the ship was anchored alone in a pool more suited to swimming than sailing. The surrounding area was devoid of landscaping, making Captain Hook's colorful Pirate Ship an awkward standout from nearby rides such as **Dumbo's Casey Jr. Train**. The red and white sails billowed against the skyline with only an occasional lamppost to soften the unfinished Fantasyland horizon. Fantasyland appeared to be a holding area for rides and attractions waiting for permanent installation elsewhere.

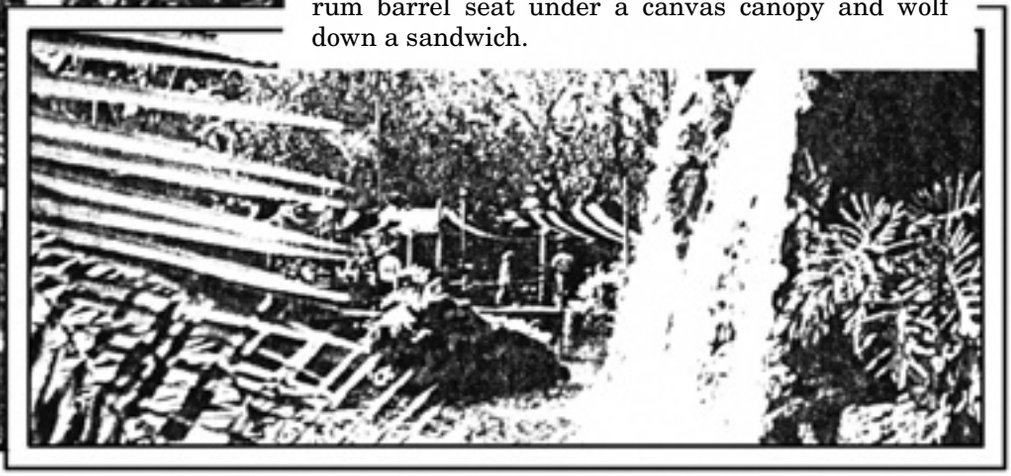
In spite of the rough edges, Fantasyland was well received in the '50s. Successful elements such as **King Arthur Carrousel**, the **Tea Cups**, and **Sleeping Beauty Castle**, captured the public eye, providing Walt time to plan the completion of areas as yet unfinished. The terrain around Captain Hook's ship became the focus for improvements in the off-season of 1960-61.



Disney's rock artists, having recently finished the **Matterhorn**, turned their attention to a more fanciful project; they brought Skull Rock to Disneyland. Actually, it was more than just sculpting a rock that looked like a skull. An entire South Sea Island atmosphere was created with waterfalls, tropical plantings, sandy beaches, and pirates' treasure chests. What had once been a featureless pool was now Skull Rock Lagoon.

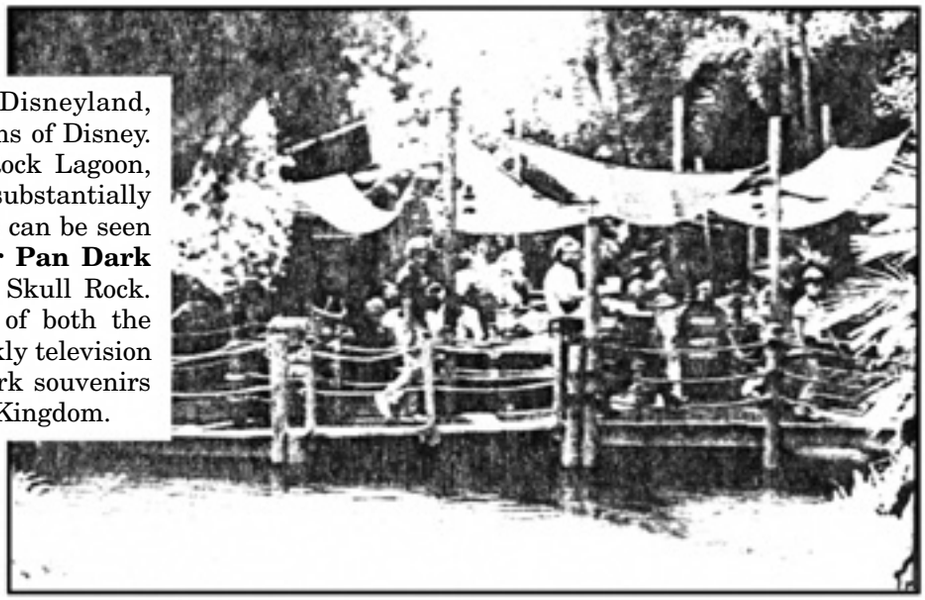
To those of us who knew it, Skull Rock is easily remembered; the sound of water coursing from rocky outcroppings and between the stone teeth of the Skull's open mouth … the feel on our faces of moist, tropical nighttime air stirred by the churning, falling waters … and the smell of lush foliage thriving in the dampness. Viewing Skull Rock from across the Lagoon, we were mesmerized by the potent illusion … we felt a sense of "comfortable eeriness" as our gaze was met and returned by Skull Rock's backlit stare.

It would be enough if Skull Rock Lagoon were just another Kodak picture spot in the happiest (and most photographed) place on earth; but, like everything else in Disneyland, this area was multifunctional. Nestled in the back recesses of the Lagoon was a sheltered eating area for the restaurant within the Pirate Ship. The ship's galley, sponsored by Chicken of the Sea, prepared such gourmet delights as chips and tuna sandwiches. The prospect of access to the misty coolness in the grotto beneath the skull changed many a child's attitude toward tuna fish. The price of admission was to sit a few minutes on a rum barrel seat under a canvas canopy and wolf down a sandwich.

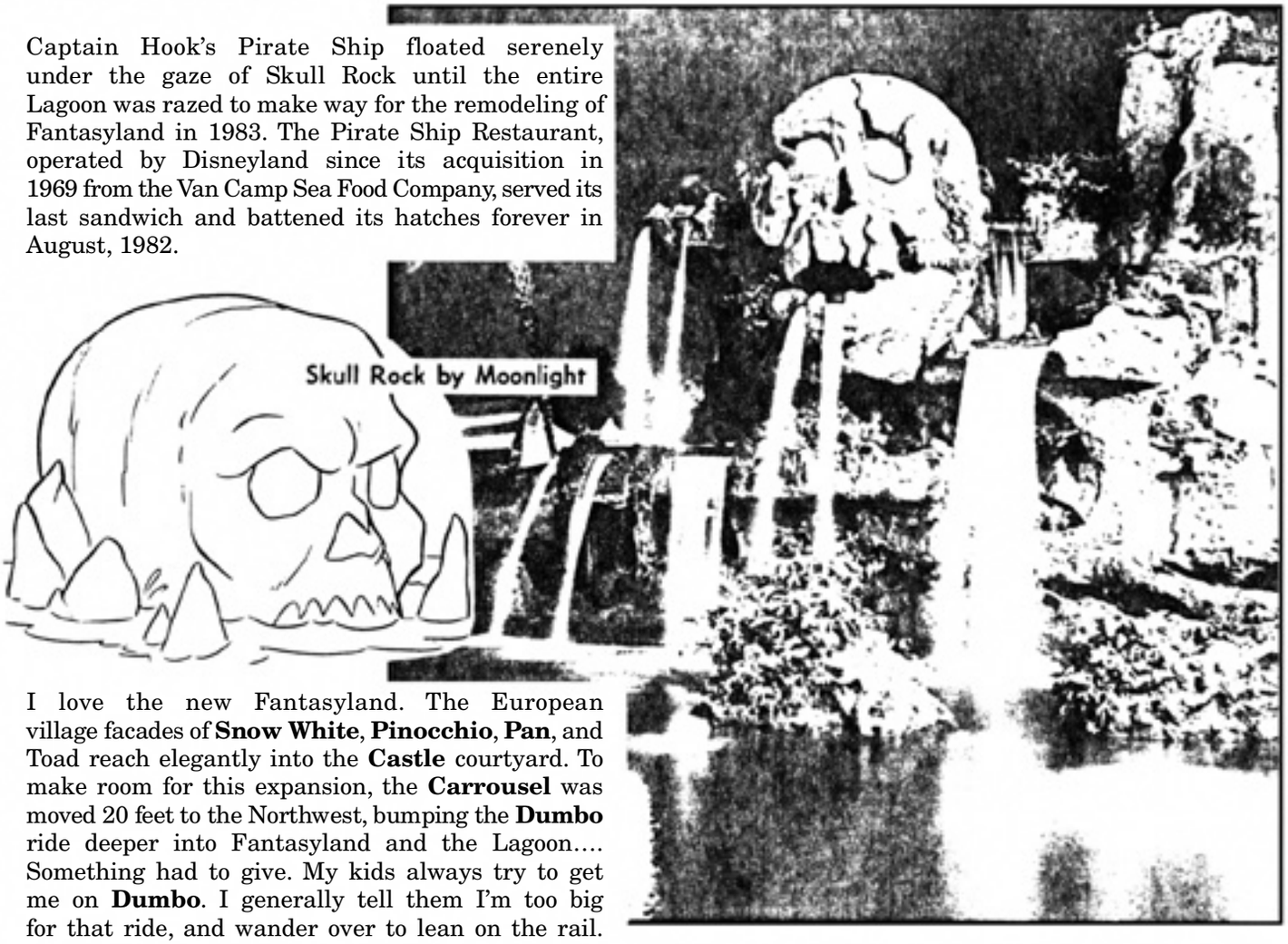


The construction of Skull Rock solved the problem of one ride mixing visually with another. Skull Rock and the surrounding greenery screened the **Casey Jr. Train** from view and focused attention back to the Lagoon and ship. It also made the transition from the **Storybook Land Canal Boats** and Monstro the Whale to the world of Peter Pan less jarring, enhancing rather than disrupting the sense of fantasy. The rock work around Monstro visually blended with the stone of Skull Rock, creating a unified, appealing environment. The addition of Skull Rock to Fantasyland proved once again that Walt Disney could pull together previously disjointed components and get results that were better than anyone expected. I can't help but think Skull Rock Lagoon turned out better than even he thought it would.

More than any other area in Disneyland, Fantasyland gives substance to the films of Disney. *Peter Pan*, the inspiration for Skull Rock Lagoon, was released in 1952, and influenced substantially the planning phase of Disneyland. This can be seen in the Tinkerbell Toy Shop, the **Peter Pan Dark Ride**, the Pirate Ship and, of course, Skull Rock. Tinkerbell became the silent hostess of both the Disneyland theme park and Walt's weekly television show. She could be found on theme park souvenirs and in the evening sky over the Magic Kingdom.



Captain Hook's Pirate Ship floated serenely under the gaze of Skull Rock until the entire Lagoon was razed to make way for the remodeling of Fantasyland in 1983. The Pirate Ship Restaurant, operated by Disneyland since its acquisition in 1969 from the Van Camp Sea Food Company, served its last sandwich and battened its hatches forever in August, 1982.



I love the new Fantasyland. The European village facades of **Snow White**, **Pinocchio**, **Pan**, and Toad reach elegantly into the **Castle** courtyard. To make room for this expansion, the **Carrousel** was moved 20 feet to the Northwest, bumping the **Dumbo** ride deeper into Fantasyland and the Lagoon…. Something had to give. My kids always try to get me on **Dumbo**. I generally tell them I'm too big for that ride, and wander over to lean on the rail. I wave at them and look cheerful, but I'm not really there; I'm standing across the Lagoon at night staring at the glowing green eyes and listening to the waterfalls of the best fantasy in Fantasyland.

MAIN STREET MAIL BOX

Quotes from our readers

"Just discovered your publication…. I've been looking for this for a long time. Finally someone who shares my love of theme park history! Keep up the excellent work! Enclosed find my 3 stamps for #4 (a bargain!)." - H.B.

"An exciting collection of happy memories and intriguing facts that all true Disney fans relish. Please include a section on Walt Disney World - I'll be glad to help!" -P.T.S.

"As I said before—the paper [The 'E' Ticket] is obviously a personal account of the parks and there's nothing to really dislike in that - I enjoy reading your perspective on remembering what the parks were like and seeing the visuals that go along with it." - S.R.

"I love your personal remembrances of the 'golden days' of Disneyland, Knott's, and P.O.P.… I feel as if I'm remembering the excitement of the fantasy in visiting these parks in the early days." - D.M.

"I'd like to see more articles about other amusement parks around the country—with lots of details, maps, diagrams, etc." - C.R.

"Would like to see more about collectibles—Early Disneyland years." - B.M.

"Remember, it's 'Tom Sawyer Island,' just like 'Sleeping Beauty Castle' and 'King Arthur Carrousel'—they are not possessive … no s's. But anyway I really enjoyed reading about 'Nature's Wonderland Railroad—The Wilderness Route.' " - S.S.

"You are doing such a great job. I'm very excited about the concept of this venture—suggestion: would like to see the pages numbered. It will help you too when referring to another part/page in the issue." - M.S.

"It's great! Please keep it up!" - S.C.

"Every issue is so enjoyable—such fun to read!!!" - M.C.

"Issue #3 was better than expected—more info on Disney Florida (Epcot and Magic Kingdom if you had wings)—more info on Knott's mine ride (interior plan or story)—future attractions (Disneyland/ Disney World)." - J.S.

"Your magazine is super. I love the old articles on Disneyland and I would like to see The 'E' Ticket grow to be nationally known to everyone who is a theme park addict like myself. I can hardly wait for Issue #4." - L.S.

"Things that would be interesting to see: article on school of Disney employee training programs; views from an employee—what goes into Disney Imagineering, possibly from someone who is connected with Walt Disney Imagineering; new Disneyland plans such as Splash Mountain, etc.; articles on remembering great Disneyland rides that are no longer such as Carrousel of Progress, Pack Mules, Mine Train Through Nature's Wonderland, etc.; comparison of the old Fantasyland to the new one (layout, rides, etc.)." - C.C.

"The Pacific Ocean Park section was great! … Also some more interesting history of Disneyland. Keep up the good work guys!!!" - M.P.

"I would like to ask if you would do an article on the old Animation Pavilion that was in Tomorrowland in the late '50s and early '60s. It was directly across the way from the 20,000 Leagues Under the Sea Exhibit. Thank you…. We love The "E" Ticket very much." - R. & I.M.

"Enjoyed your P.O.P. map and park description. More personal memories of the parks would be nice. I'd love to hear stories from park employees of their experiences." - K.P.

"Need a subscription rate—I almost forgot this time. I don't think most of us involved in fanzines are that concerned with timing and even the worst: ceased publishing—we've all been through that. Love the concept and think you are progressing nicely." - P.L.

"I collect postcards of Knott's and Calico, Venice California Ocean Park Pier before it was P.O.P., and almost everything of Southern California prior to the '50s." - L.E.

"Would it be possible to get stories or interviews from designers of the attractions at Disneyland or W.D.W., or landscapers, even the hotel people?" - R. & S.R.

"I enjoyed everything about Issue #3. I appreciate all the time and energy you put into it. Thanks again." - J.P.

"I enjoyed the article on 'the Rainbow Story,' however I would like to see what the pictures are from, such as guides, postcards, actual photos, etc. However, your fanzine has consistently been excellent—a very enjoyable magazine … worth saving for years. Thanks." - P.J.

"I can hardly believe such a magazine exists and that there are other people who are as enthusiastic as I am about preserving Disneyland's historical profile. The 'E' Ticket supplies me with just the type of information I have been trying to assemble on my own for years. I hope you get the response and support you deserve and would be happy to help in any way I can. I have always been slightly excessive about documenting the past, especially when it involves something I've loved and experienced as much as Disneyland." - L.S.

"Really liked the reproductions of the Disneyland cards, especially the examples of the two variations. Really liked seeing the P.O.P. material. My only complaint is that The 'E' Ticket doesn't come out more often (and that back issues aren't available)." - J.K.

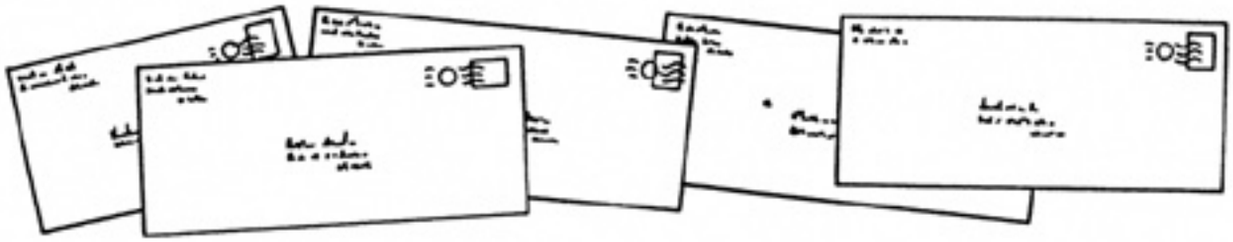
"I lived, went to grammar and high school, in Venice, CA, during 1922 to 1968. I worked after school and on weekends on the old Venice Pier (concessions, rides, and both theatres—also Ocean Park Pier before it was P.O.P.)—would like to see Venice and Ocean Park during this period." - L.E.

"I thought it was really good. I would like to see something on the Flying Saucer ride at Disneyland." - S. & V.S.

"Loved it! The P.O.P. article was the most interesting to me—then the 'Rainbow' story. If possible, try to run captions under the items." - L. & B.C.

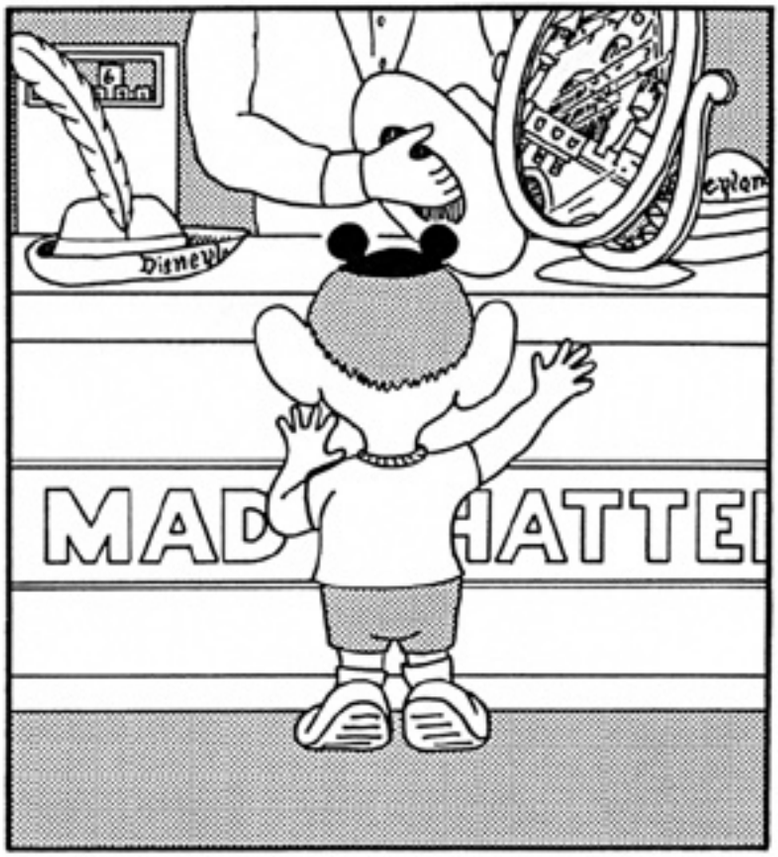
"Keep up the good work." - B.M.

"Your articles are interesting because they deal with historical aspects of the park that we all want to know more about, and they are well-written and well-researched. The photos and graphics are excellent—good page layout—complaints: are you kidding? Every Disneyland article has included lots of info I never knew before." - D.M.



FORTUNATELY, WE AT THE "E" TICKET NEVER MAKE MISTAKES, SO THIS EARLY BOXED SET OF ERASERS (EACH MEASURING 1-15/16" x 1-3/8" x 3/8") REMAINS UNUSED.

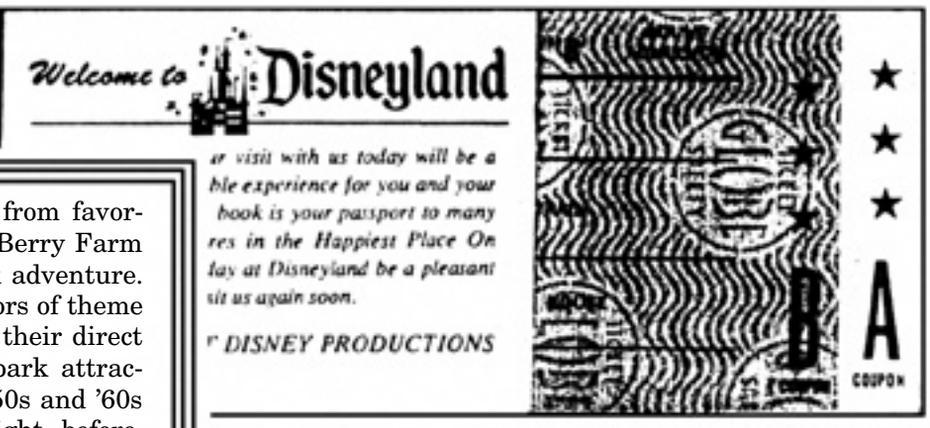
– – A LITTLE HUMOR – –



HEY MISTER ..., YOU GOT ANYTHING IN A LARGER SIZE?

THEME PARK

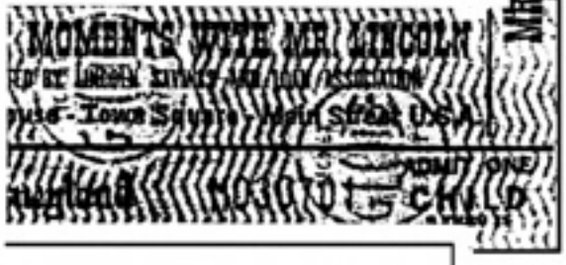
Disneyland cordially invites you to be the guest of MONSANTO for an "Adventure Thru Inner Space" in Tomorrowland. Children and Juniors not accompanied by an Adult must present this coupon to be admitted to the attraction.
F143862


Welcome to Disneyland
or visit with us today will be a
ble experience for you and your
book is your passport to many
res in the Happiest Place On
lay at Disneyland be a pleasant
sit us again soon.
DISNEY PRODUCTIONS
COUPON

The souvenir tickets and ticket books from favorite places like Disneyland and Knott's Berry Farm were once a big part of the theme park adventure. They are now actively sought by collectors of theme park memorabilia, probably because of their direct link to our best memories of specific park attractions. Few of us who were kids in the '50s and '60s can forget the ritual, usually the night before, of using these paper remnants from previous theme park visits to spark our enthusiasm. We would sort out the various ride tickets brought back from Knott's (each one "hole-punched" by the ride attendant) and vividly recall each ride as a result. Best of all was when we sifted through our Disneyland tickets, "A" through "E," still unused from prior visits. For us, these little coupons were an early kind of "Disney Dollars" … to be saved and valued until next time.

The story of theme park tickets must include a description of the changing operation of Southern California's theme parks in general. In their earliest years, Pacific Ocean Park, Knott's Berry Farm, and Disneyland all sold individual tickets to rides and attractions from carnival-style booths within the parks. The tickets for rides like the **Mark Twain** and the **Santa Fe & Disneyland Railroad**, specially designed for their first year of operation, are now highly prized.

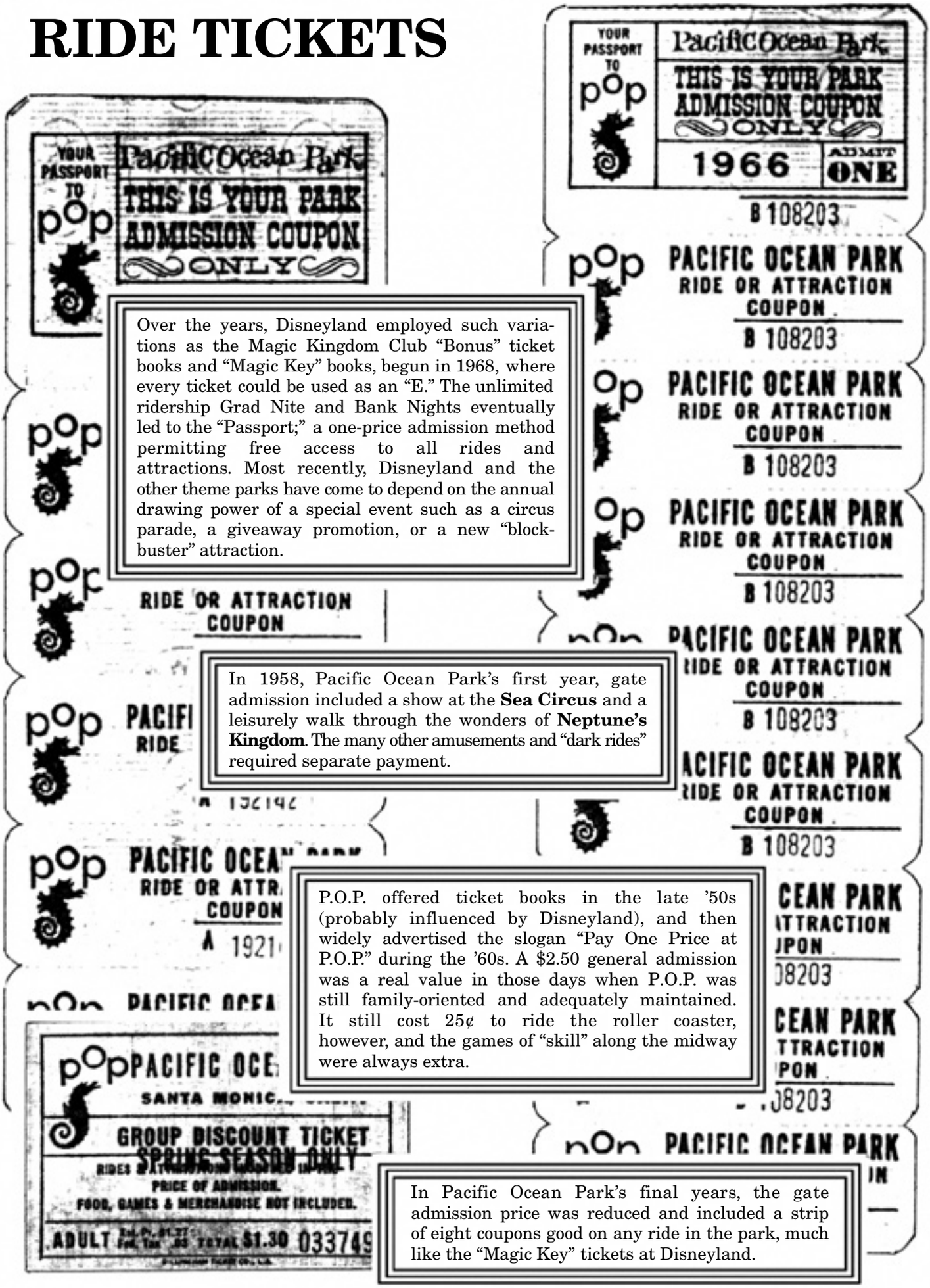
DISNEYLAND RIVER PACKET & STEAM NAVIGATION CO.
Steamboat
"MARK TWAIN"
ADMIT BEARER TO ONE FIRST CLASS CIRCUITOUS PASSAGE
Passengers taking this favorite river steamer will embark on a romantic story-book cruise of our American Rivers, enjoying elegant scenery and interesting views of many historical places.
THIS TICKET GOOD ONLY IF PRESENTED WITH CHECK ATTACHED.
A380539
Sailings daily from foot of Frontierland Pier.



Disneyland
ADMIT ONE GUEST
(ANY AGE)
TO ANY A THRU E ATTRACTION
This Coupon May Be Used For One Admission To Any A Thru E Ride Or Attraction In Disneyland
S034949

Disneyland soon offered the ticket book (with discount incentives of 20% or more), encouraging people to pre-pay for rides when entering. This method still required each rider to pay (with a ticket) each time he reached the front of the line. Lines may have been shorter and the rides more appreciated because of this ride rationing. Knott's Berry Farm continued their free admission to Ghost Town, with individual tickets for attractions, from the early '40s until the advent of their "Roaring Twenties" theme area in the late '70s. Pacific Ocean Park tried every admission policy possible during their brief nine-year span of operation.

RIDE TICKETS



Over the years, Disneyland employed such variations as the Magic Kingdom Club "Bonus" ticket books and "Magic Key" books, begun in 1968, where every ticket could be used as an "E." The unlimited ridership Grad Nite and Bank Nights eventually led to the "Passport;" a one-price admission method permitting free access to all rides and attractions. Most recently, Disneyland and the other theme parks have come to depend on the annual drawing power of a special event such as a circus parade, a giveaway promotion, or a new "blockbuster" attraction.

In 1958, Pacific Ocean Park's first year, gate admission included a show at the **Sea Circus** and a leisurely walk through the wonders of **Neptune's Kingdom**. The many other amusements and "dark rides" required separate payment.

P.O.P. offered ticket books in the late '50s (probably influenced by Disneyland), and then widely advertised the slogan "Pay One Price at P.O.P." during the '60s. A $2.50 general admission was a real value in those days when P.O.P. was still family-oriented and adequately maintained. It still cost 25¢ to ride the roller coaster, however, and the games of "skill" along the midway were always extra.

In Pacific Ocean Park's final years, the gate admission price was reduced and included a strip of eight coupons good on any ride in the park, much like the "Magic Key" tickets at Disneyland.

Knott's Berry Farm certainly intended their ride tickets as keepsakes for later enjoyment. Over the years, they provided a number of illustrated tickets with ride descriptions that were sometimes historic, often humorous. They varied in size, color, and style; each one a separate example of the individuality of the Knott's attractions. As collectibles, they are more difficult to come by than Disneyland ticket books, probably because they were neither protected in books nor still good for later use.

STAGE LINE
Good for one round trip to town or towns marked
ADULT STAGE 50c
Canon City - Cripple Creek - Tombstone
Bisbee - Douglas - Tucson - Searchlight
Goldfield - Tonopah - Dodge City
Abilene - Calico - Death Valley
We do our best to keep deadbeats off stages but we can't be responsible for losses to card sharps and crooks, men or gals.
If the driver is shot during a holdup or Indian attack remember where he fell, his wife may want to claim his body for insurance.
Any one bringing the stage to next station will get a refund on his ticket if he didn't shoot the driver.
GHOST TOWN
KNOTT'S BERRY FARM

GHOST TOWN & CALICO RAILWAY
KNOTT'S BERRY FARM
BUENA PARK, CALIFORNIA
GRAND EXCURSION
Scenic trip of less than 1000 miles and all within the State of California.
ROUND TRIP FARE
Adult 50c
NOTICES
Our Personnel is Uncommonly Courteous!
Do not trust jewels or gold dust to the conductor or to the baggage man; we lose too many good men that way.
Gents are requested to sit next to the windows so that in case of a sudden Indian attack, we won't have our women shot. They are scarce in these parts.
Beware of card sharks in the caboose.
Shooting buffaloes from train window strictly forbidden.
Defacing of railroad property punishable by law.
Conductor will extinguish oil lamps at 8:30 for those who wish to sleep.
No gun play in lounge cars; all quarrels must be settled in vestibule.
Cooking stoves will be fired one hour before meal times to allow miners time to prepare grub.

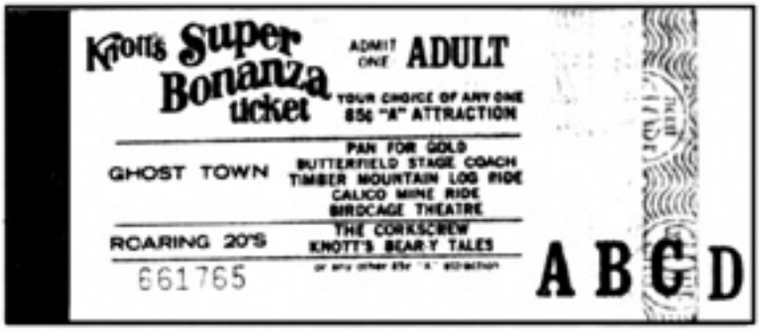
GOOD FOR ONE TRIP THROUGH THE
MAGGIE MINE
CALICO GHOST TOWN
YERMO, CALIFORNIA
ADULTS 50c
The original silver vein running through one of the glory holes in this famous tunnel had been missed by three feet. Later some school children accidentally discovered the vein and $65,000 worth of ore was recovered.
Continued on other side
212769

HENRY'S LIVERY
HORSELESS CARRIAGE RIDE
Car Rental
50¢
ADULTS
12 years or over
Please stay on the trail. Do not pass any car. A livery charge will be made if we have to bring horses to pull you in.
When meeting horse drawn vehicles, stop your car. You are responsible if you cause a runaway.
Signed Henry
KNOTT'S BERRY FARM AND GHOST TOWN
Buena Park, California
272077

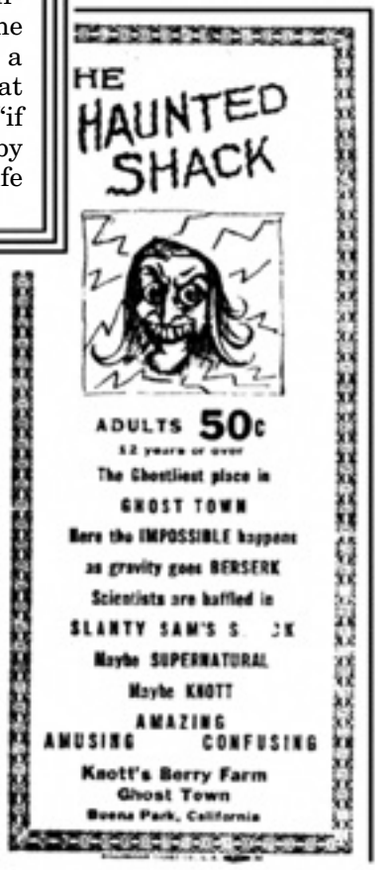
Maintenance Fee
50c
Passenger Vehicle
This fee is your contribution toward the continued restoration of Calico which will be enjoyed by those who "discover" Calico Ghost Town in the future.
Thank You

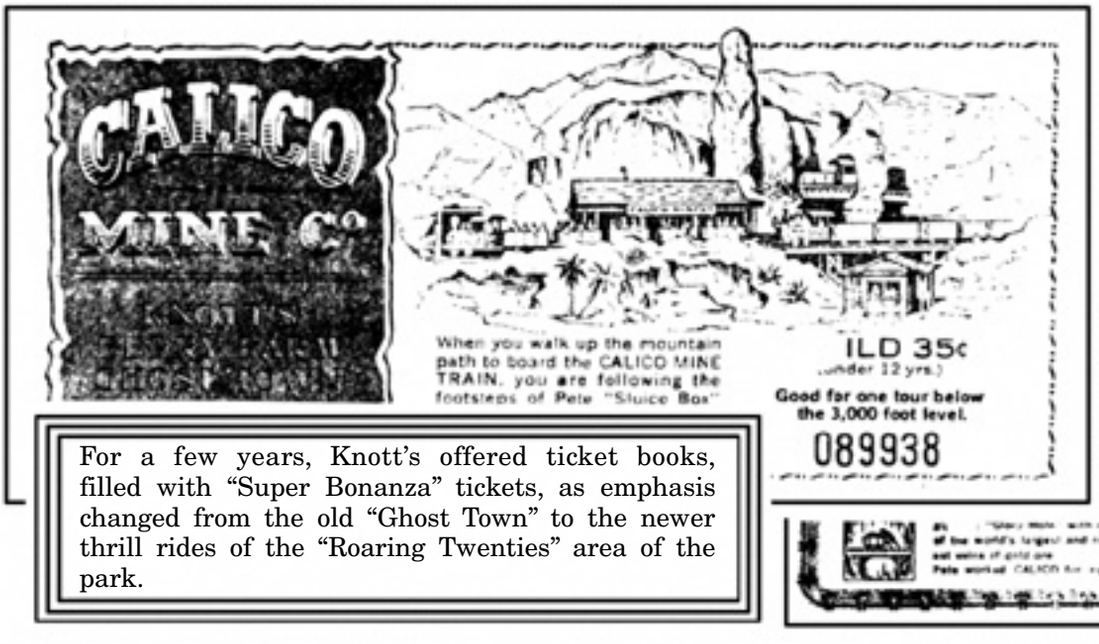
A 50¢ railroad pass to the **Calico Mine** ride (there were at least three different ticket styles available) was "good for one tour below the 3,000 foot level." A beautiful example of old-time graphics, this ticket told the story of Sutter's Mill, the Gold Rush of '49, and of "Sluice Box" McGee's excitement when he stumbled on Calico's Glory Hole. As we waited in line for our chance to board the mine train, we read the ticket's warning to "watch out for dangerous gas pockets" during our trip. Similar western-style souvenir tickets were available at Calico Ghost Town, a western theme area in San Bernardino, restored by Walter Knott in the 1950s.

MOTT'S MINIATURE AMERICAN HOMES AND SHOPS
JEFFRIES BARN
I HAUNT DOLL HOUSES
A WONDERLAND OF TINY AMERICANA
1623 1964
SHOW THE KIDS HOW YOU LIVED IN THE "GOOD OLD DAYS"
6 FURNISHED HOMES — 34 SHOPS
IN MINIATURE
TWO-INCH T.V. SC
IN HOUSE No. 6
IT REALLY WORKS!
GHOST TOWN
KNOTT'S BERRY FARM



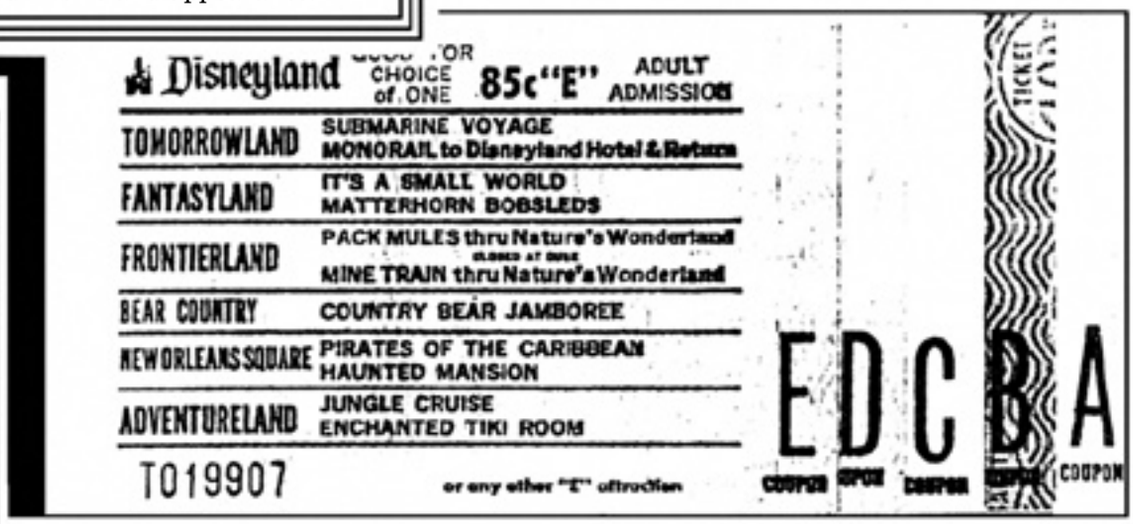
Almost every ticket had some fun-filled comment, adding to the enjoyment of our day at Knott's; the **Ghost Town Railroad** promised a "grand excursion" of "less than 1,000 miles and all within the State of California;" we were warned of a "livery charge" if horses had to pull us in at Henry's Livery; and we were reminded that "if the **Butterfield Stage Coach** driver is shot by Indians, remember where he fell so that his wife may claim the body."

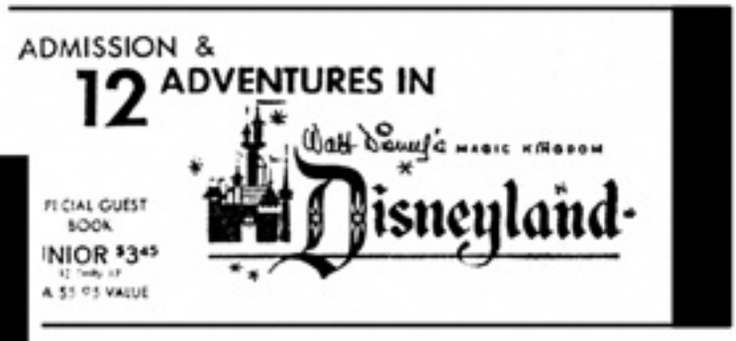


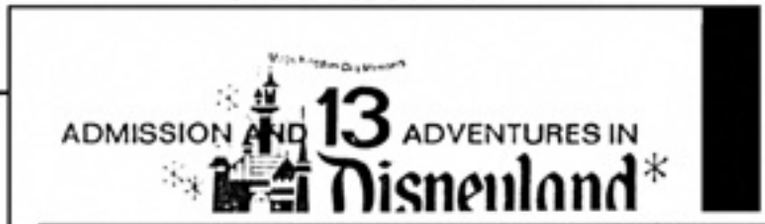

CALICO MINE Co.
When you walk up the mountain path to board the CALICO MINE TRAIN, you are following the footsteps of Pete "Sluice Box"
CHILD 35c
(under 12 yrs.)
Good for one tour below the 3,000 foot level.
089938

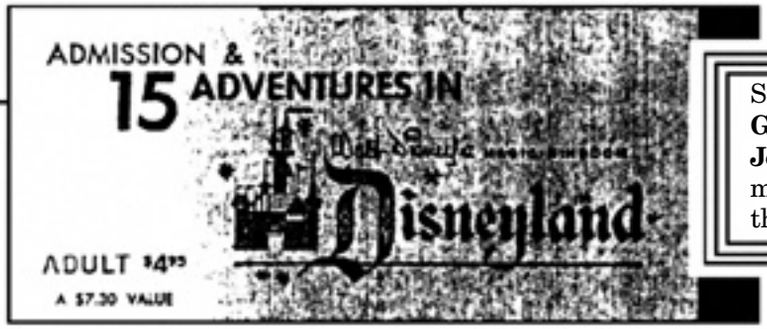
For a few years, Knott's offered ticket books, filled with "Super Bonanza" tickets, as emphasis changed from the old "Ghost Town" to the newer thrill rides of the "Roaring Twenties" area of the park.

Disneyland ticket books were issued in a bewildering number of versions, prices, and categories. The basic books of "10 Adventures" (or "Big 15 Adventures") became the staple for visitors to the park, but other options were available on an ever-changing basis. Magic Kingdom Club members could get bonus "11" or "13 Adventures" books, and "Courtesy Guest" holders of the "5 Adventures" books got in for free. Eventually, Magic Kingdom Club members could select the "Magic Key" tickets and these, too, evolved in size and appearance.


Disneyland GOOD FOR
CHOICE of ONE 85c "E" ADULT ADMISSION
TOMORROWLAND SUBMARINE VOYAGE
MONORAIL to Disneyland Hotel & Return
FANTASYLAND IT'S A SMALL WORLD
MATTERHORN BOBSLEDS
FRONTIERLAND PACK MULES thru Nature's Wonderland
MINE TRAIN thru Nature's Wonderland
BEAR COUNTRY COUNTRY BEAR JAMBOREE
NEW ORLEANS SQUARE PIRATES OF THE CARIBBEAN
HAUNTED MANSION
ADVENTURELAND JUNGLE CRUISE
ENCHANTED TIKI ROOM
T019907
or any other "E" attraction
E D C B A
COUPON







Some attractions, such as **The Walt Disney Story**, **Great Moments With Mr. Lincoln**, and **Monsanto's Journey Through Inner Space**, were promoted at the main gate with a special ticket tucked in behind the admission coupon.

These ticket books, with their colorful coupons still intact, even now seem to have intrinsic value; our memories of Disneyland when the tickets were still in use are very tangible:

–of reaching the front of the **Submarine Voyage** line and seeing the attendant holding that sheaf of "E" tickets in his left hand …

–of passing the time enroute to Anaheim by reading the ride names on our unused tickets and discussing our plans for using them …

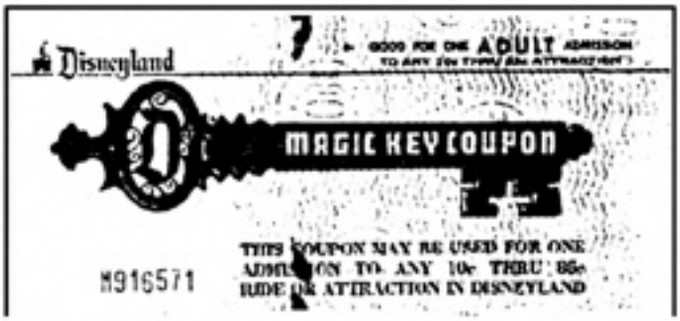
–of inheriting half-filled ticket books from oddly-dressed out-of-towners who were willing to give us their extra tickets on the way out of the park after dark …

–of finding partial books on the ground by City Hall during the rush to the parking lot after Tinkerbell's flight and the fireworks …

–of feeling that it was unfair that Fantasyland's dark rides—**Mr. Toad**, **Peter Pan**, **Alice in Wonderland**, and **Snow White**—outnumbered the "D" tickets in our books …

–of wondering why there seemed to be so many "A" tickets …

–and of marking off the many attractions we enjoyed this trip on the checklist provided inside the spent ticket book.


Disneyland
GOOD FOR ONE ADULT ADMISSION
MAGIC KEY COUPON
M916571
THIS COUPON MAY BE USED FOR ONE
ADMISSION TO ANY 10¢ THRU 85¢
RIDE OR ATTRACTION IN DISNEYLAND

Disneyland
"The Happiest Place on Earth"
This coupon may be used
for one admission to any
A thru E ride or attraction in Disneyland

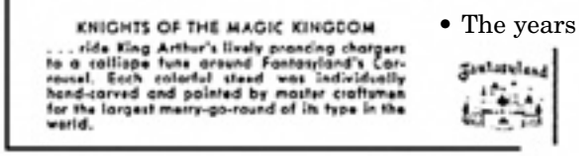
On June 16, 1982, the Disneyland ticket book ceased to exist. We realize now that the ticket system "encouraged" us toward a balanced visit to the park and an enjoyment of quieter attractions like the **Casey Jr. Circus Train** the the **Main Street Cinema**, in order to use our "A," "B," and "C" tickets—a way of viewing and valuing the Disneyland attractions that is gone now. Today, visitors pay for entrance only, with the choice and number of rides they enjoy determined by factors other than their remaining tickets. One does wonder if a journey down Adventureland's Nile River aboard the "Congo Queen" didn't have more value when you had to surrender one of your very few "E" tickets to the attendant upon boarding.

FAVORITE MEMORIES...
from "E" Ticket readers

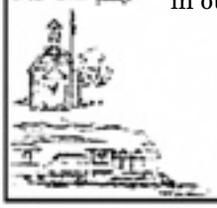
- My first visit to Walt Disney World.
- The '60s at Disneyland and Knott's Berry Farm.
- A return visit to Pacific Ocean Park in its prime!
- The **Monsanto House of the Future** and the early Fantasyland.
- Seeing Bryce Canyon for the first time.

POST CARD

- Late one night at Disneyland, with a now-ex-girl-friend, when the park was almost empty.
- The years between 1922 and 1928 spent at Venice Pier and Ocean Park.


KNIGHTS OF THE MAGIC KINGDOM
. . . ride King Arthur's lively prancing chargers to a calliope tune around Fantasyland's Carrousel. Each colorful steed was individually hand-carved and painted by master craftsmen for the largest merry-go-round of its type in the world.

- My visit to Disney Studios in 1985.
- The Disneyland **Flying Saucers**.
- On April 2, 1949, my blind date took me to Ocean Park. I became lost in the **House of Mirrors**. He came back in to rescue me. We married in1950.
- The year the **Colossus** opened at Magic Mountain and it hadn't been toned down yet, making it the wildest ride I'd ever been on.



- On October 1, 1986, we were attending the opening day 15th Birthday parade at Walt Disney World. As the crowd was breaking up, we looked across Main Street and there stood Roy E. Disney. I didn't know what I would say, but couldn't miss the chance to at least say hello. We followed him to Tomorrowland. My five-year-old daughter had a small autograph book she had been using to get signatures from the Disney characters. I took it, walked up to him, and as I handed it to him I said "Mr. Disney, may I have your picture?" I was so excited and rattled, but he was very quiet and almost shy. My husband was about to take his picture, but he suggested giving the camera to one of his friends and having the picture made with all of us. He signed the book and wished us a happy day at Disney World. The picture and autograph are now framed and hanging in a prominent place in our home. I know I'll never forget that afternoon.

ST CARD

- Being at Walt Disney World for the press 15th Anniversary parties last October.
- My first **Matterhorn** ride and first 'coaster ride'.... Now I've ridden 180 roller-coasters!
- My first love at about 14 years old—met on **Tom Sawyer Island**.

CARD

- At the end of the day at Disneyland, going to the Hills Brothers Coffee House for hot cocoa before heading home.
- My first and last roller-coaster ride at Pacific Ocean Park.... I'd stop myself!
- A walk through old Tomorrowland ... **Flying Saucers** and **Monsanto House** especially.
- Meeting and having my picture taken with Ward Kimball on the Disney Channel.
- I enjoyed all visits to Disneyland.... I wish I was at Disneyland's opening.

INA-Insurance Company of North America—and its 20,000 local agents and brokers in the United States and Canada. Friendly service includes a souvenir gift, directions to Disneyland attractions, travel and reservation assistance.

H-1116

INDIAN JOE'S CAVE—
TOM SAWYER'S ISLAND
Looking down at Bottomless Pit in Indian Joe's Cave, Tom Sawyer Island, DISNEYLAND.

CCC

- My first visit to Disneyland.

A Description of Disneyland by Walt Disney

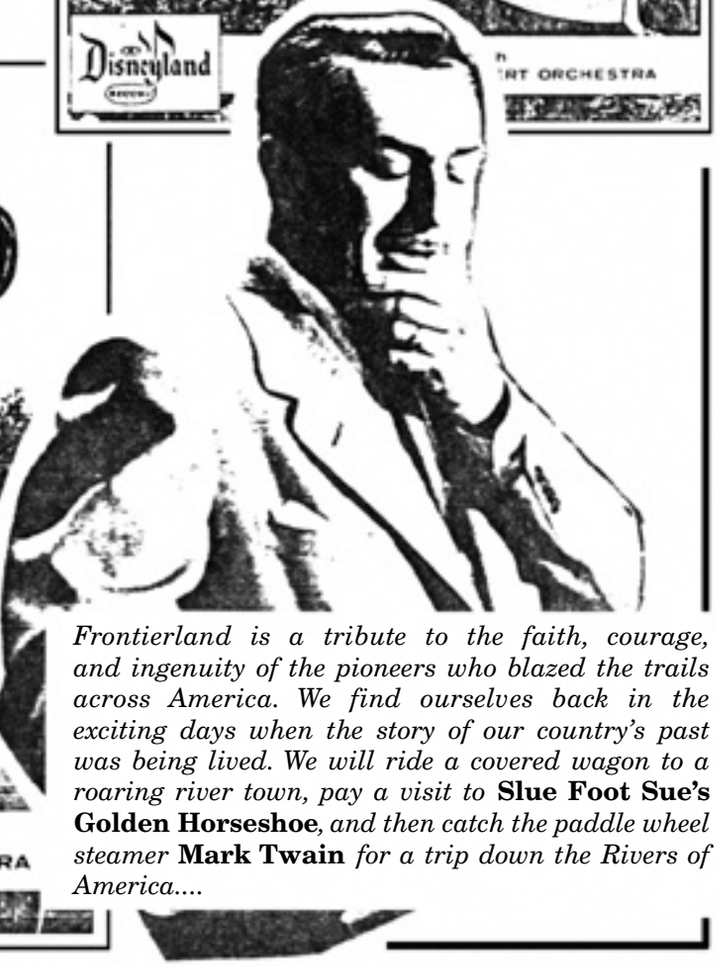
Walt Disney Takes You To Disneyland, a 33-rpm long-play album released in 1957, combines music and narration found on the five individual 45-rpm records shown here, and presents a more formal image of Disney's first theme park. These were not intended as children's records; they offer a Disneyland taking itself very seriously. *The Ballad of Davy Crockett*, a traditional Frontierland theme song, is performed by a full symphony orchestra.

The music for Main Street and Frontierland have sound effects taken from the park, such as horse hooves, penny arcade music, train whistles and steam noises, intermixed with excellent arrangements in medley of the '50s Disney western film themes. The futuristic music of Tomorrowland and the jungle drums of Adventureland contrast well with the Fantasyland record containing familiar scores from the animated films.

Best of all are the five mood-setting verbal images delivered by Mr. Disney in his best television voice, which serve to introduce each of the "lands." Here are his words:

Hello. Welcome to Disneyland. We have dedicated this happy place to the ideals, the dreams, and-the hard facts that have created America. This dedication is engraved on a plaque at the foot of the flagpole in the Disneyland Town Square. Suddenly, as we come into this square, the cares and worries of today are left behind and we find ourselves in a little town in the year 1900. On one hand is the City Hall and on the other is the Fire Station. Down Main Street we see the Emporium and all the many shops. There is the old Music Store, the Penny Arcade with its blaring orchestrian, the popcorn man and the old calliope. At the end of the street, the marching band appears in full regalia. But let's take the horse-drawn street car and ride down Main street.

This is Adventureland. We are in a little village clearing far up some tropical river. There is an explorer's launch at the landing. Let's climb on board and explore the farthest reaches of these mysterious waters....



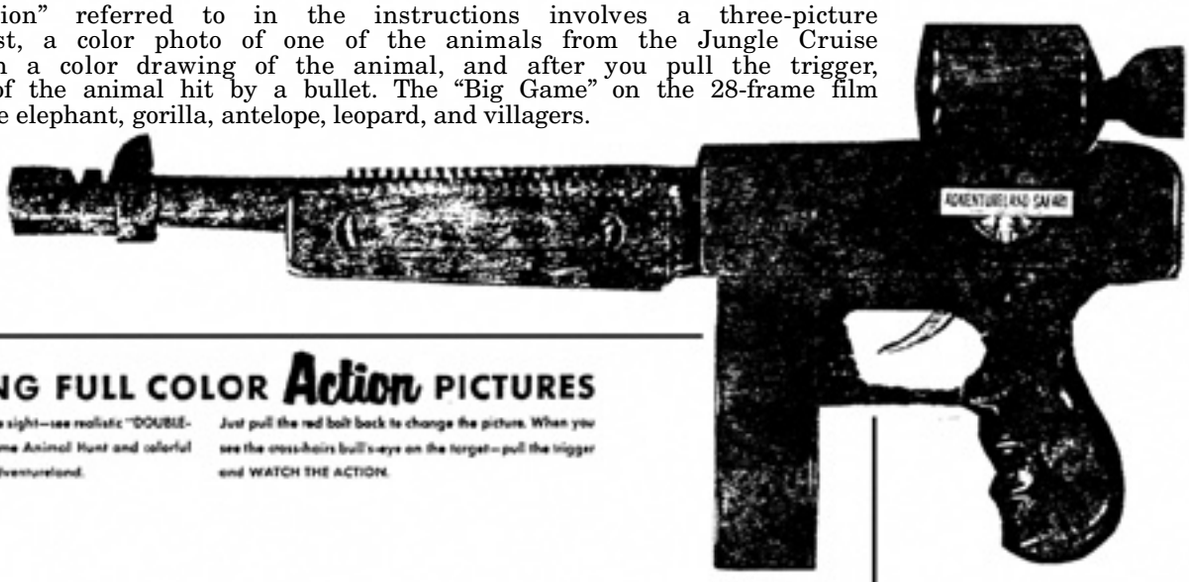
Frontierland is a tribute to the faith, courage, and ingenuity of the pioneers who blazed the trails across America. We find ourselves back in the exciting days when the story of our country's past was being lived. We will ride a covered wagon to a roaring river town, pay a visit to **Slue Foot Sue's Golden Horseshoe**, *and then catch the paddle wheel steamer* **Mark Twain** *for a trip down the Rivers of America....*

Now is the time for a preview of the World of Tomorrow. We step into the future and find fantastic atomic powered machines working for us. The world is unified and peaceful, outer space is the new frontier. We walk for a time among the strange mechanical wonders of tomorrow and then blast off on a **Rocket to the Moon**....

Fantasyland is the world of imagination, hopes, and dreams. It is dedicated to the young and the young in heart … to those who believe that when you wish upon a star, your dreams come true. Come with me to **King Arthur Carrousel**, *to see an elephant fly, to dig for diamonds in the Dwarfs gold mine, and to ride a pirate ship through the sky....*

The Disneyland Big Game Safari Tru-Vue Picture Gun was probably sold in toy stores around the country … but we like to imagine stacks of these light green boxes for sale in the Adventureland Bazaar in 1962. This desirable toy is dated on the box, and in the way it portrays the joyous shooting of Adventureland animals and natives.

The "action" referred to in the instructions involves a three-picture cycle: first, a color photo of one of the animals from the Jungle Cruise ride, then a color drawing of the animal, and after you pull the trigger, drawing of the animal hit by a bullet. The "Big Game" on the 28-frame film include the elephant, gorilla, antelope, leopard, and villagers.



28 EXCITING FULL COLOR *Action* PICTURES

Look into the telescopic picture sight—see realistic "DOUBLE-ACTION" pictures of Big Game Animal Hunt and colorful scenes from Walt Disney's Adventureland.

Just pull the red bolt back to change the picture. When you see the cross-hairs bull's-eye on the target—pull the trigger and WATCH THE ACTION.

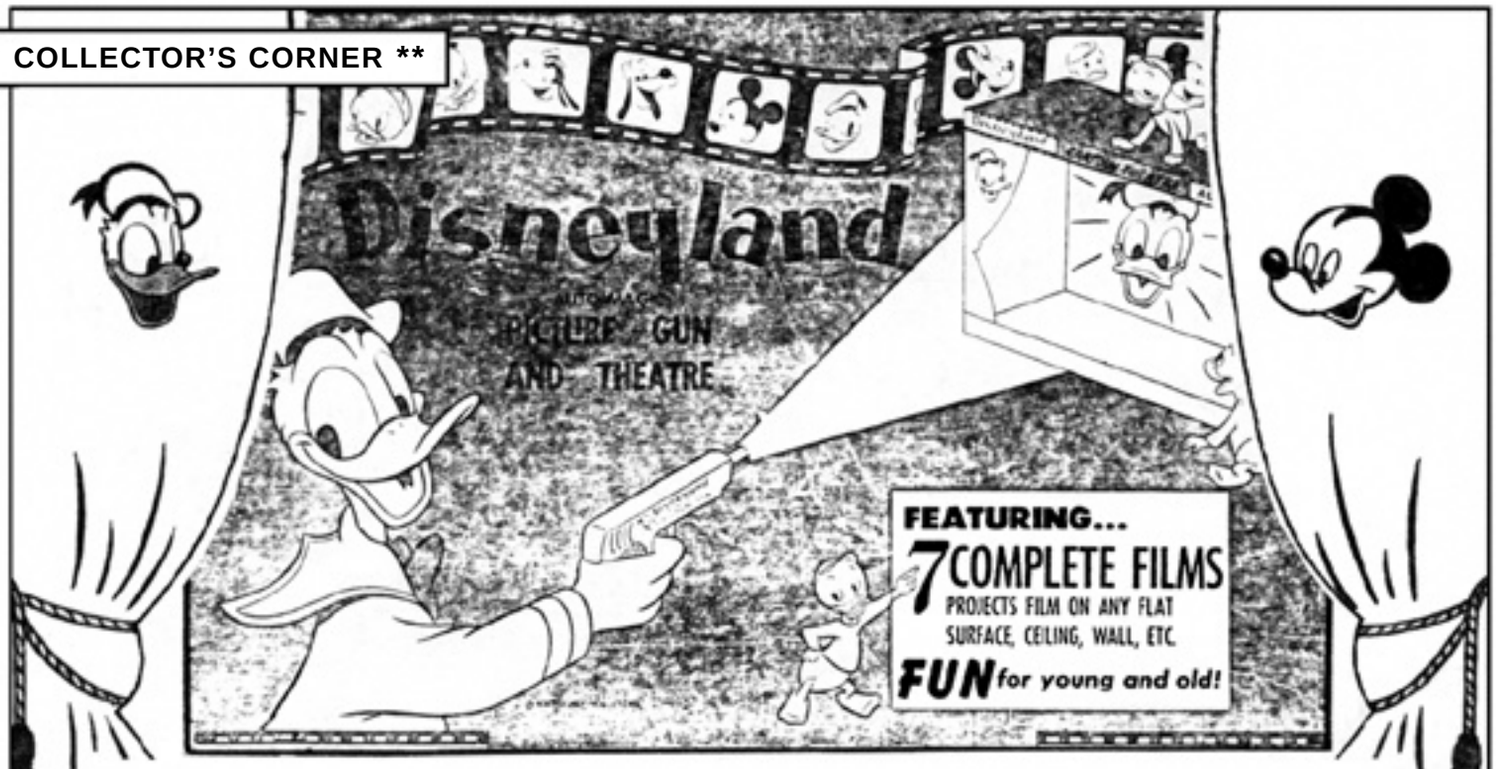
1. TO LOAD... pull back bolt and release

2. AIM at the Game...FIRE!

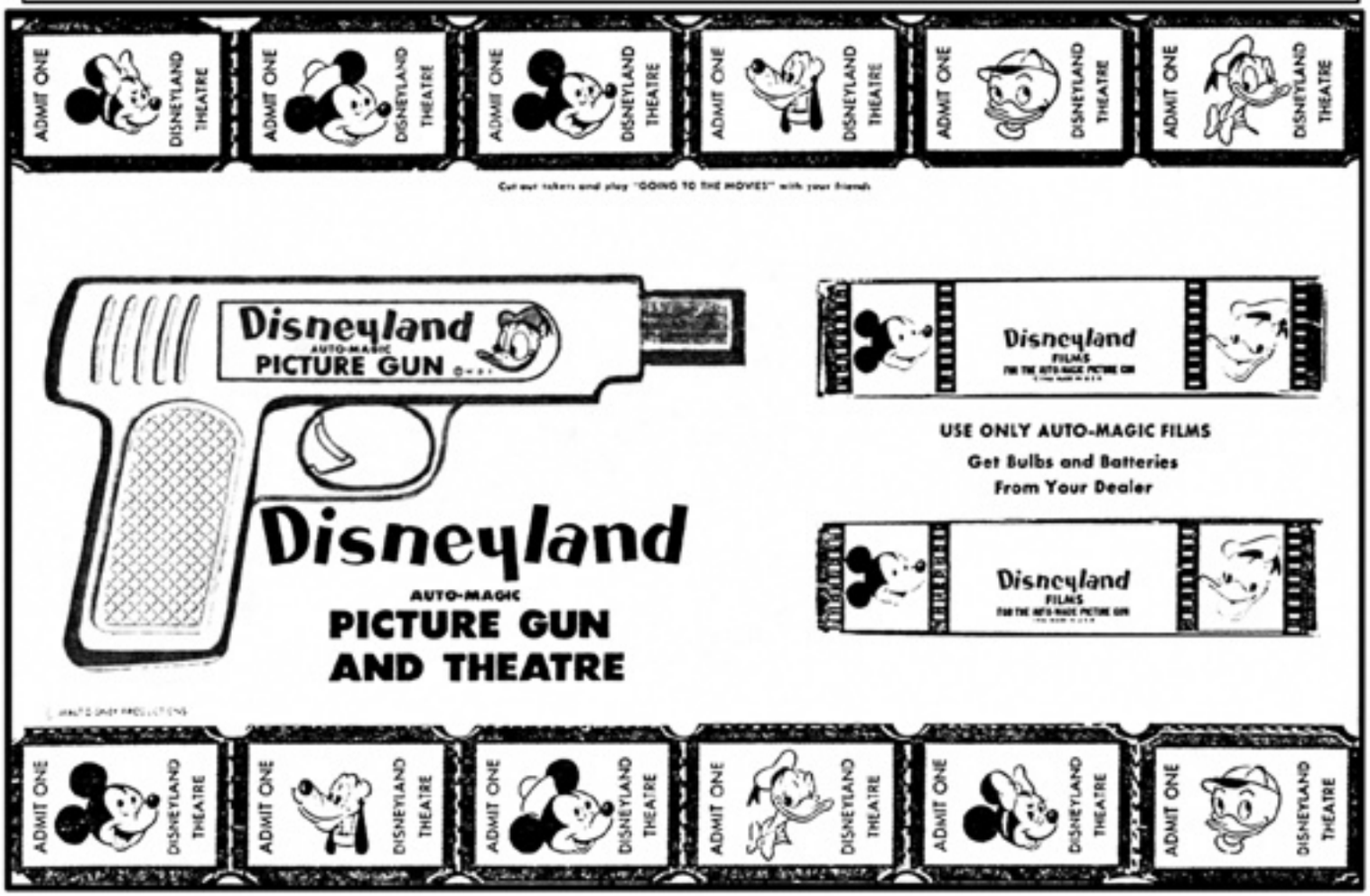
3. To keep picture "in frame" pull trigger only when target appears in picture.

(Note: To "reframe" picture pull trigger as required.)

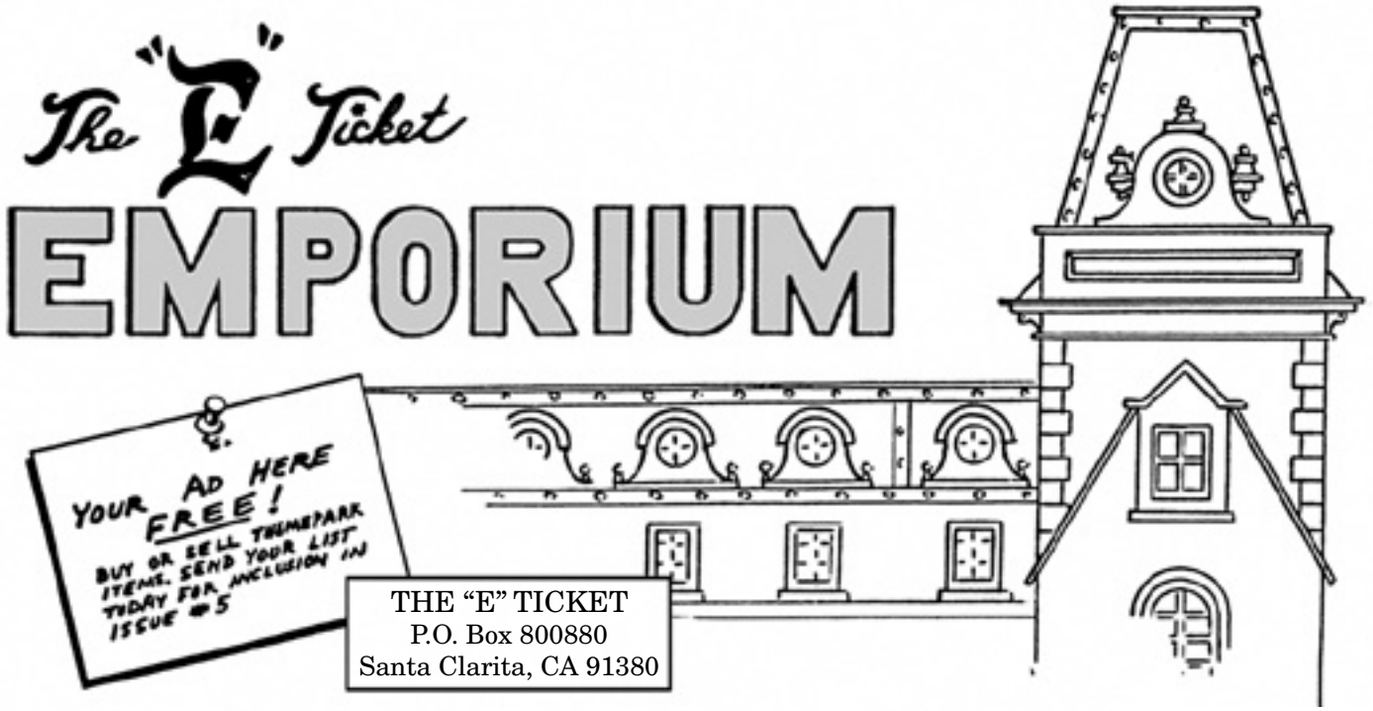
PART NO. 318 907



Kids who chose the Disneyland Auto-Magic Picture Gun as a souvenir in the '50s must have really felt they got something…. The heavy die-cast projector gun seems able to shoot caps instead of images … and it is still fun to trigger the 29 shots of B&W comic-strip-style film as you point the barrel lens at the theater screen formed inside the display box. Titles of the seven films include: *Pluto in Trouble*, *Peter Pan Fights the Pirates*, Little Hiawatha in *Ride 'em Injuns*, Chip & Dale in *Rolling Snowballs*, Donald Duck in *Early One Morning*, Pluto in *A Dog's Life*, and Walt Disney's *Peter Pan*.



The "E" Ticket EMPORIUM



THE "E" TICKET
P.O. Box 800880
Santa Clarita, CA 91380

FOR SALE: Captain EO/Disneyland holograph buttons $10@ postpaid … Disneyana price list—mostly park-related.

FOR SALE: I buy, sell, and trade Disney memorabilia, especially souvenirs from Disneyland. Send $1 plus SASE for my list.

FOR SALE: 1940 Ingersol Mickey Mouse watch $200; Disneyland's 31st anniversary plate $65; "Snow White on Ice" 1987 (shown on East Coast only) includes banner, buttons (2), book, & watch $100.

FOR SALE: See Disneyland and Knott's Berry Farm postcards and other park items in my booth at the Long Beach Swap Meet—every 3rd Sunday. Also old toys, trains, misc. collectibles.

WANTED: Sheet music of the Pecos Bill song used in the Golden Horseshoe Revue (and Disney short cartoon).

WANTED: Adventureland "poster" mirror circa early '80s.

WANTED: Set of four die-cut Disneyland puzzle postcards as shown in "E" Ticket #3.

WANTED: Carl Barks' print of Scrooge McDuck "Til Death Do Us Part."

WANTED: 1955 souvenir book of Disneyland "In Natural Color" (any condition).

WANTED: Uniform patches for Disneyland, pictures of employees wearing them, or Xerox copies of such insignia.

WANTED: Disneyland maps and related historical souvenir documentation such as souvenir guides and photos. Please call or write. Information is for personal interest only

WANTED: Souvenirs/memorabilia of P.O.P

WANTED: Disney watches, pre-1950. Will pay fair prices.

STORYBOARD™

THE "E" TICKET RECOMMENDS THIS PROFESSIONAL, QUALITY MAGAZINE TO ANYONE INTERESTED IN DISNEYANA.

Pacific Ocean Park
Winter and summer, day or night, fun's the word at Pacific Ocean Park.
It's fantastic, magical, entertaining, exciting, thrilling!
It's dozens of spectacles, rides, attractions, restaurants, shops!
It's more fun than anything!
Hours:
Wednesday, Thursday & Sunday: noon 'til 10 PM
Friday and Saturday: noon 'til midnight
Closed Monday & Tuesday
Pacific Ocean Park
in nearby Santa Monica
parking
PACIFIC OCEAN

... A prominent ad appearing in the *Midwinter* magazine (an insert in the January 2, 1959—*Los Angeles Times*), entrance to Pacific Ocean Park in its fifth month of operation.

WHAT NEXT?

... Issue #5 of The "E" Ticket, of course. We have enclosed an "E"TICKET #5 REQUEST LETTER for your use. We look forward to hearing from you … and we are interested in your comments on this issue. Don't forget your free ad for the EMPORIUM page (and three 22¢ stamps, naturally). See you next time.

—The "E" Ticket

"Give the people everything you can give them. Keep the place as clean as you can keep it. Keep it friendly, you know, make it a real fun place to be. I think they're convinced and I think they'll hang on after … as you say … well … after Disney."

—Walt Disney